

Title:	<b>Eliminating Health Disparities: A Satellite Broadcast for Outreach Workers</b>
Format:	Satellite
Broadcast Date:	Thursday, July 10, 2003
Broadcast Time:	10:00 a.m.- 12:00 p.m. MTN
Cost (US \$):	\$0.00
Description:	<p>This important two-hour course offers insights into working with diverse communities and brings you the latest in immunization outreach strategies.</p> <p>Outreach workers are a crucial part of the public healthcare system. This course has been designed to help you maximize outreach efforts and campaigns in your communities. Our panel of experts will discuss disparities in the African American, Latino and API communities.</p> <p><b>Subjects Covered:</b> Attend this broadcast and you'll learn about:</p> <ul style="list-style-type: none"> <li>- Current issues, common beliefs, attitudes and practices in these communities.</li> <li>- Why evaluation is so important and where to go for the most accurate statistics data.</li> <li>- Points to consider in developing effective outreach campaigns.</li> <li>- Forming key partnerships with community leaders, groups and professional organizations to maximize your efforts.</li> <li>- How outreach efforts differ for adults and for children.</li> <li>- Success stories about outreach campaigns.</li> <li>- Staying motivated when visible results often take time.</li> </ul> <p><b>Program Objectives:</b></p> <ul style="list-style-type: none"> <li>- Define the scope of immunization disparities in California.</li> <li>- Identify key community resources, groups and services.</li> <li>- Describe effective entry points for working with key communities, and review the skills needed to build effective long-term relationships with them.</li> </ul> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>•Cassandra Hernandez-Vives, MPH(c), BS; Supervisor, Community Health Education La Clinica de La Raza</li> <li>•Samuel So, MD; Professor of Surgery; Director, Asian Liver Center; Director, Liver Cancer Program; Stanford University School of Medicine</li> <li>•Carole Norman, RNP; San Diego County Immunization Program</li> <li>•Wilma Wooten, MD, MPH; Chair, National Medical Association, Region VI</li> </ul> <p>Panel Moderator: •David Carlisle, MD, PhD, Office of Statewide Health Planning and Development</p>

Target Audience:	Health Officer/Director , Distance Learning Facilitator , Communicable Disease , Health Education , Public Health Nursing , Immunization Coordinator , Coalition (Specify) , Community Services/Social Services/Not for Profit , Health Department/Jurisdiction , Healthcare Providers
Presenter(s):	To Be Announced
Produced/Presented By:	<b>Sponsored by:</b> The California Distance Learning Health Network (CDLHN) <b>Coordinated by:</b> The Skills Training Institute, A Division of CDLHN <b>Presented by:</b> The California Coalition for Childhood Immunization
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Credit Type & Cost:	None